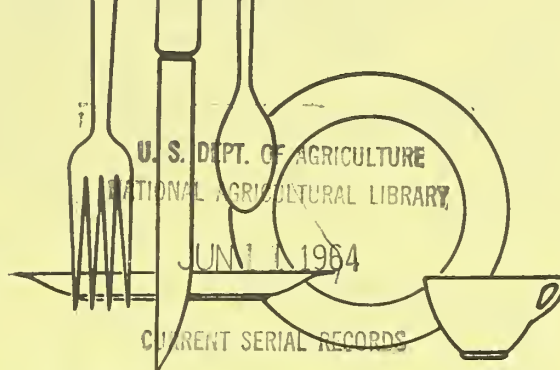


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FOOD PRE-VUE



A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U.S. Department of Agriculture
Agricultural Marketing Service

May 27, 1964
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MEATS.....Fed beef production continues at record levels and cattle and beef prices are currently the lowest in several years. Fed beef supplies are expected to continue at a high level throughout the summer. After two years of expansion, hog production is being curtailed. Slaughter rates have recently dropped below year-earlier levels, and are expected to remain down the balance of 1964. Slaughter of sheep and lambs through mid-April declined about 7%, compared with a year ago, and numbers have continued to decrease at about the same rate as in early 1963.

POULTRY:

Broiler-.....Due to a prolonged period of lower prices paid producers, a temporary reduction in broiler output is underway. In the third quarter of this year production is likely to hold close to the 1963 level after running substantially higher in the first half.

Eggs.....Higher egg production is in prospect and is expected to halt temporarily, or at least limit the downtrend in per capita egg consumption this year. From a World War II high of 393 eggs in 1951, per capita consumption fell to 315 eggs last year.

Turkeys.....Producers are expected to raise moderately more birds this year than last. Per capita consumption is expected to reach 7.2 pounds, as against 6.8 pounds a year ago, however, that's still below the record 7.5 pounds rung up in 1961. May 1 cold storage holdings totaled 122 million pounds--4% above a year earlier, 13% above average, but down 21% from record stocks of May 1962.

DAIRY.....If average daily milk production continues about 1 percent higher than a year ago, as it has so far, the 1964 output would be about a billion pounds larger than last year's 124.8 billion pounds. The industry-Government promotion of "June is Dairy Month" marks the industry's 28th annual celebration of the event.

FRUITS.....Fresh fruit supplies this spring will probably continue somewhat larger than a year ago. Citrus supplies this summer may also run larger than in 1963.

Strawberries..The late spring crop, now moving to markets, is estimated at 208 million pounds, compared with last year's 190 million. However, leaving out the Washington and Oregon crops, which go mostly to processors, the quantity for fresh use totals 86.5 million pounds, as against last year's 78.4 million pounds.

Peaches.....Production in the 9 Southern peach States was cut back drastically by the late March freezes, so the Southern crop is now expected to be only 28 percent as large as last year's and about 32% of average. In the 9 Southern States the crop is estimated at only 5,275,000 bushels. Here are the latest prospects, compared with last year's crops: Georgia, 1,500,000 bushels vs 5,400,000; South Carolina, 900,000 vs 7,800,000; North Carolina, 150,000 vs 1,500,000; Arkansas, 1,300,000 vs 1,470,000; Alabama, 250,000 vs 1,050,000; Texas, 630,000 vs 750,000;

Mississippi, 260,000 vs 320,000; Louisiana, 160,000, same as last year; Oklahoma, 125,000 vs 250,000 bushels last year.

Pears.....Latest reports from California indicate that Bartlett pear prospects are good, and production is expected to be above last year's short crop. Indications for "other pears" also are better than in 1963.

Apricots.....California's crop is expected to equal last season's 190,000 tons.

Plums.....A record-high California plum crop of 110,000 tons is expected--4% above 1963 and a sharp 35% more than average.

Cherries.....The crop of sweet cherries in California is estimated at 30,000 tons--67% above last year and 45% above average. Prospects for Oregon's crop are poor. Sour cherry prospects are generally poor in Oregon and Washington.

Citrus.....The 1963-64 crop is estimated at 3% below a year earlier and a fifth below average. On May 1, 32 million boxes of oranges remained for harvest--12 million more than a year ago. As for grapefruit, slightly more than 4 million boxes were unharvested on May 1, or 600 thousand more than a year earlier. A smaller quantity of oranges and grapefruit has been used by processors than a year ago, when freeze damage was a factor. But more lemons have gone to processors this year. The lemon crop is estimated at 17,600,000 boxes--35% larger than last year but only 5% above average. Almost 9 million boxes remained for harvest May 1, or some 600 thousand more than last year.

Frozen Orange Concentrate.....Paced by a 32% increase in Florida orange concentrate stocks during April, total warehouse holdings by May 1 had advanced 8 million gallons to 37 million. Those stocks, though, were about a fourth less than a year earlier but 1% above average.

VEGETABLES:

Fresh.....Latest estimates for spring vegetables indicate a crop of 37.9 million hundredweight--4% below last year but about the same as average. Compared with last year's crops, here are some leading items: Asparagus, 9% below 1963; spring cabbage, down 3%; spring celery, 5% larger; sweet corn, 17% below last year's record; spring lettuce, down 12%; spring onions, up 10%; spring tomatoes, down 5%.

Watermelons...Late spring production of 9.4 million hundredweight is 18% less than in 1963, but 3% above average. Movement from South Florida was heavy by mid-May.

Cantaloups....Spring supplies of 4.4 million hundredweight are 6% larger than last year and 19% above average. Harvest is active in Florida and Texas and expected to begin in Arizona and California by end of May.

Processed.....Total supplies are now smaller than a year ago, but stocks of nearly every canned and frozen item are ample to heavy.

Frozen.....May 1 estimates showed a record supply on hand--1 billion, 59 million pounds.

Potatoes.....Supplies this spring are expected to be much below a year ago, as carryover stocks are smaller and production probably will be down sharply. The late spring potato crop is estimated at 19,173,000 hundredweight--a fifth below a year earlier and 22% below average.

The Plentiful Foods Program

The Agricultural Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

JUNE IS DAIRY MONTH
JULY IS PICNIC MONTH
BEEF FOR FATHER'S DAY
NATIONAL BARBECUE MONTH
SUMMER TURKEY TIME
AUGUST SANDWICH MONTH

INDUSTRY-GOVERNMENT BEEF PROMOTION CONTINUING